

WTP Communication Strategy

- What information is missing? What info needs to be included?
 - Schedule delays – why did it happen?
 - Budget shortfalls and implications
 - Focus on progress
 - Explain outcomes of CD when available

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Lessons Learned

- Start with LCD (general public that doesn't know anything about Hanford).
- Explain proven vitrification process (hasn't been proven yet at Hanford).
 - Bottleneck of tank waste.
- Use of community resources (e.g. Hanford Reach).
- How to respond to bad info?
- DOE should be more forthcoming with info – talk about all the WTP stuff.

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Lessons Learned (continued)

- Educate DOE staff
- Public is not the enemy – they're paying for this!
- Focus on actions taken to lead to goal
 - Don't focus on criticism/bad news
- Focus on context outlined in HAB Work Plan (tech issues go back to TWC)
- Use of focus groups

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Lessons Learned (continued)

- Use Bechtel's communication strategy
- Ask constituency three questions:
 - Why is it important?
 - What problem does it solve?
 - Where will the product be disposed?
- Provide a feedback loop

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Next Steps

- Share and use HAB's communication strategy
- Debrief One System presentation and any stories to pull forward into strategy
- Focus on work plan topics for WTP progress (starting point).

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PIC FY2016 Topics

- Youth involvement:
 - Meet at different colleges
 - Interested in classroom feedback on public involvement materials
- SOS meetings in FY16/17
 - Can tack onto the September Board meeting
 - Regional meetings – focus on “what’s the draw”
 - CD meetings
 - Cleanup updates
 - Leverage – what is the HAB doing? How are they reaching out?
- AY 102 pumping – March 2016
- Leveraging the HAB

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